



# rediscover

the power of your business, your customers and yourself!

**October 23-25**

WF&SA 2013 Floral  
Distribution Conference

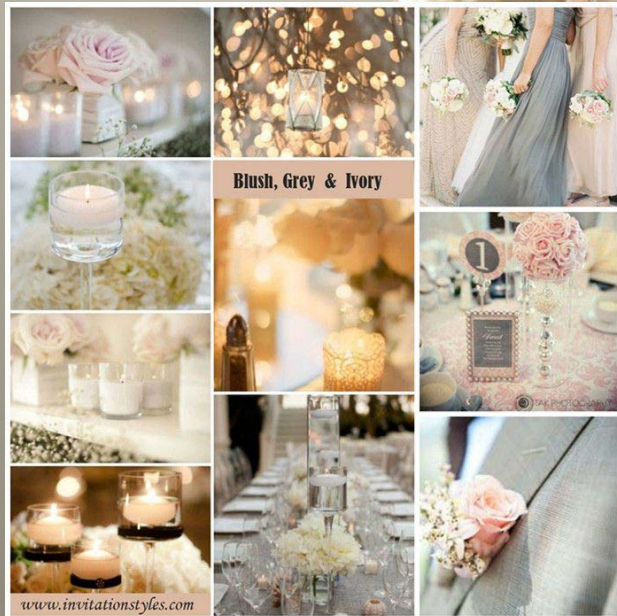
Doral Trump Resort

Miami, Florida

**Kevin Ylvisaker AIFD, CFD, PFCI, CAFA**

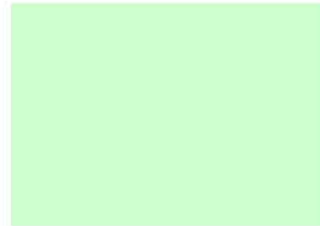
*look at what you do, but look at it differently*

# 2014 Color Trends





# Palette One 2014

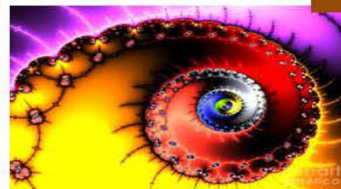
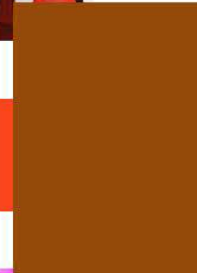
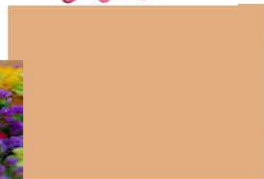
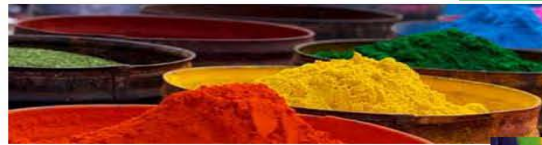








# Palette Two 2014







# Palette Three 2014





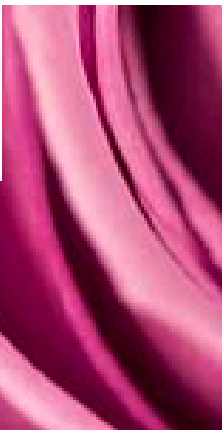
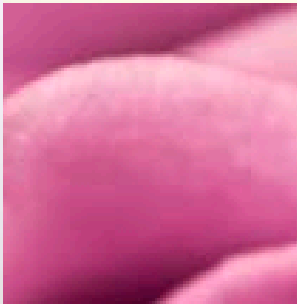






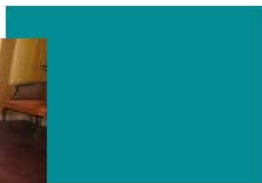
# Palette Four 2014







# Palette Five 2014







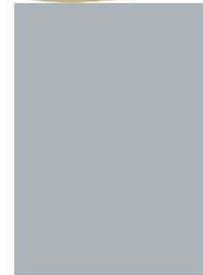
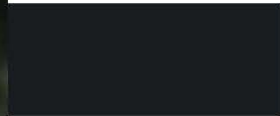
# Palette Six 2014





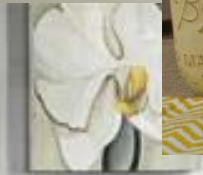


# Palette Seven 2014





Gray





# Palette Eight 2014







**TREND COLOR**

**2014**

**BLUE**

# CMG 2014+ World Palette



**PANTONE**  
UNIVERSE  
**18-3949**

## Dazzling Blue

*Breath of Fresh Air 806,  
Aunt, Matte*



Breathe.

Just breathe.

Forget the phones, the screens and the email.

Take inspiration from comfort and simplicity.

Take a leap and reinvent what you know.

Take a moment to exhale.

*And come home...*

*...to a Breath of Fresh Air.*

*Breath of Fresh Air 806, COLOR of the YEAR 2014*



# Plant Trend #1 Terrariums





**Plant Trend #2**  
**Succulents**

diy  
make your own  
**succulent  
terrarium**



The background of the slide is a detailed, artistic illustration of a steampunk theme. It features a dense arrangement of various mechanical gears, cogs, and clockwork components. The color palette is dominated by warm, earthy tones such as browns, oranges, and yellows, with some metallic highlights in silver and gold. A large, prominent gear is visible in the upper right corner, and a clock face is partially visible in the lower right. The overall texture is intricate and layered, creating a sense of depth and complexity.

2014 Emerging Trend

Steampunk











# Current Retail Survey

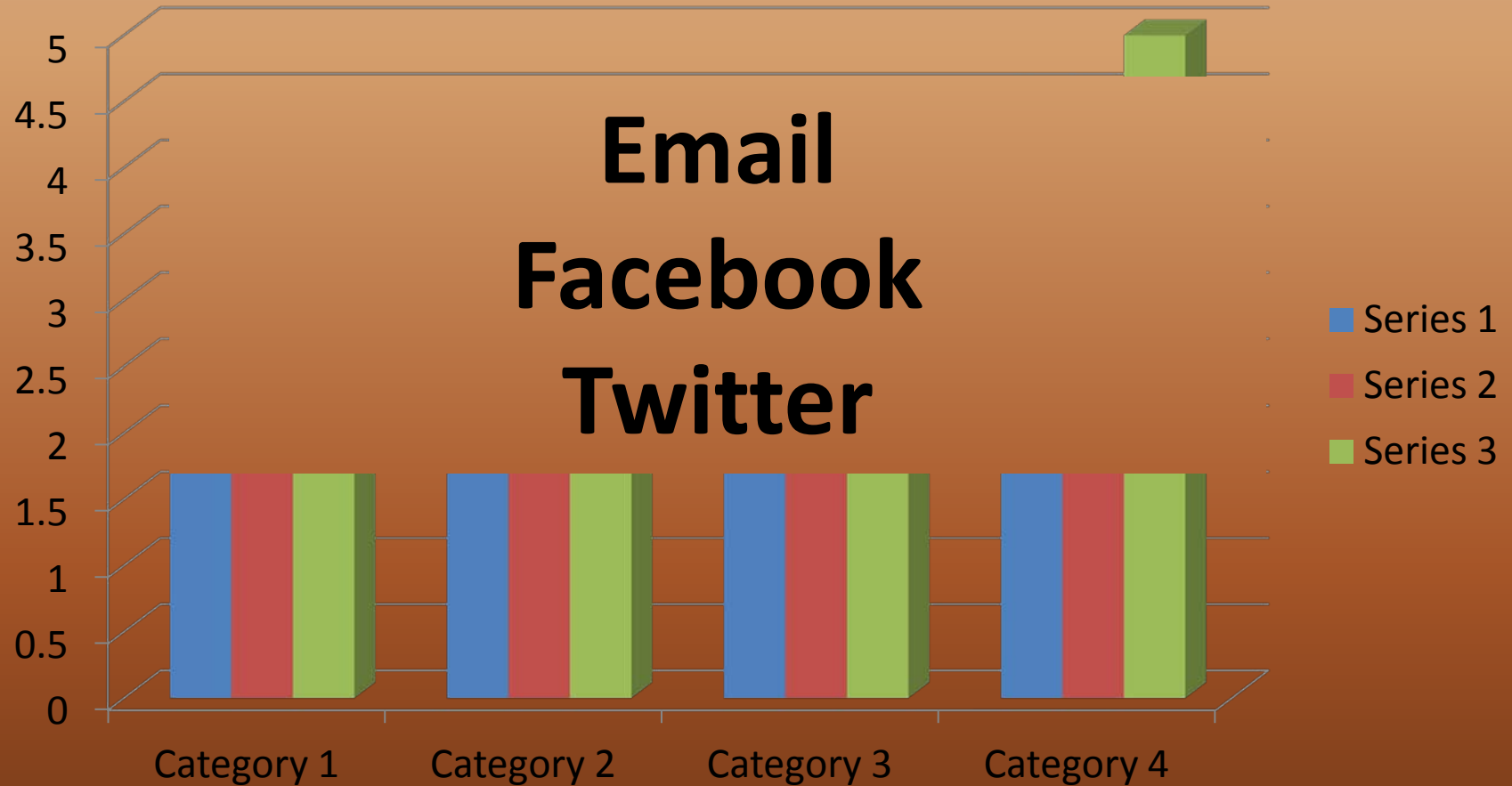




# Who



# How





# 1. How Do You Use Your Local Wholesale Florist?

Main Fresh Flower Supplier  
93%

 Main Hardgood Supplier  
79%

## 2. What Is Your Main Method Used To Purchase ?

Phone	28%
On Line Website	24%
In Store Purchases	16%
Off The Truck	12%
Email	8%
Fax Back Sheets	8%
Other	4%



### 3. If You Purchase, Direct What Is The Main Reason ?

7% Answered they mainly buy Direct

Price	45%
Quality	27%
Larger Volumes	19%
Notifies Further Out	9%
If Product Is Unavailable	

## 4. What Items Do You Buy Direct?

Hardgoods / Supplies	35%
Home Décor	20%
Fresh Case Lots	20%
Vases / Glassware	10%
Roses	5%
Plants	5%
Specialty Local Growers	5%



# 5. Is There Anything Your Local Wholesaler Could Do Better For You?

Better Prices 20%

Better Service 16%

Hours, Delivery Times

Knowledgeable Staff 16%

Know how to use products

Mixed Boxes, Better Quality on Trucks,  
Volume Discounts, More Product in a  
Manufacturers Line, Cleaner Wholesale  
House, etc. <4% each

## 6. What Life Event Do You Sell Most In Your Shop

Everyday Design	36.8%
Sympathy Design	23.6%
Holiday Design	19.8%
Wedding Design	16.5%
Party / Event Design	3.3%



# 7. Why Does The Consumer shop At Your Retail Store?

Quality Of Product	29.7%
Customer Service	29.7%
Unique Designs	12.2%
Good Value	12.2%
Community Involvement	9.9%
Trust / Loyalty	3.3%
Great Marketing	3.3%

# 8. Design Shows

160 out of 200 responded

**Are Design Shows Important?**

**Do you attend Design Shows?**

**Do you purchase the day of the show?**

**If you don't attend, Why?**

**If not where do you get your design trend information?**



# **8. Design Shows**

## **100% Yes I Go**

**They show me how to use the products.**

**It's the main place where I see new design styles. Next are Magazines then Video.**

**If I don't purchase that day, I remember what I saw and purchase later.**

# 2015 Buying Trends

QSR Magazine



# **18 to 34 Year Olds**

**Make Up 23% of the population.**

**Highest discretionary spending group at the younger end of the group.**

**Don't worry about saving for the future.**

**They have not accrued major debt (except college debt).**

**When job market improves and credit becomes more easily available this is the group that will be able to resume liberal spending habits.**

**They live in City Centers and will migrate to Metropolitan areas.**

**They shop on Mobile Devices and use Wallet Phones**

# **35 to 54 Year Olds**

**Make Up 29% of the population.**

**Delay discretionary purchases due to job losses and freezes.**

**They have overused Credit Cards.**

**They will have problems getting credit due to credit card debt.**

**They live in Metropolitan areas and close by Suburbs.**

**They shop On Line.**

**Largest DIY group. Women will buy more in this area than Men.**

**Shoppers in this group will visit physical stores that will offer “experiences” like demonstrations and shows.**



# 55 to 64 Year Olds

**Make Up 12% of the population. Baby boomers**

**Trying to recover from the recession.**

**Postpone retirement.**

**They live in Metropolitan and Suburban areas but will downsize to smaller living quarters.**

**They shop On Line.**

**They are leaving Malls and Big Box Stores for Smaller Neighborhood Stores and Specialty Shops. (Walmart is expected to scale down stores because of this group).**

# **65 and Older**

**Make Up 14% of the population. First Wave of Baby Boomers**

**Depend on Social Security and Pensions**

**Spending depends on how much they recouped from the recession.**

**They live in Metropolitan and Suburban areas. They will move to Retirement Communities, Assisted Living & Nursing Homes.**

**The shopping experience must provide opportunities for Leisure, Entertainment and Enrichment opportunities.**

**They will not shop far from home.**

**They will want personal shopping services and great customer service.**

**As Catalogs become obsolete, they will rely on “Magalogs”, bi-yearly publications with information, ideas and products.**



**“When the wind of change rises,  
Some people build walls,  
Others build windmills”**



# A Special Thank You

Wholesale Florist Florist Supplier Association

**Trish Lilly**  
**Michelle Measel**  
**Accent Décor**  
**Berwick Offray**  
**Cal Glads**

**Liberty Blooms**  
**Smithers Oasis**  
**Syndicate Sales**

**William F. Puckett, Inc.**

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# Thank You



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